

DON'T LET IT SLIP Through your FINGERS PUT IT IN THE BANK



THEN YOU
WILL HAVE IT

IT IS NOT HARD to save money if you'll only begin. You'll take more pride in your bank book than in any other book when you once begin to see the balance to your credit grow.

Make OUR Bank Your Bank.

MERCHANTS NATIONAL BANK.

Walk Over Shoes. Styles Galore.

Get that pair of FALL WALK OVER Shoes now. We have 44 different styles to select from. Broad, medium, narrow and high toes. Plain and fancy tip. Gun Metal, Vici, Tan and Patent leathers. The selection is best now. You must buy shoes soon anyway. Buy them now.
\$3.50, \$4.00 and \$4.50.

FRANKLIN'S

SHOE STORE
STRICTLY ONE PRICE

POINT PLEASANT - - - WEST VIRGINIA

FOR SALE.

405 acres of land in Clenden District, Mason County, W. Va. 150 acres is improved, and about 60 acres of number one creek bottom. The balance of cleared land is in Blue grass. The remainder 350 acres is in timber. This land is within three miles of River and Railroad. Will Sell for \$11.00 per Acre.

JOHN POTTS,
P. O.

POND LICK,
W. Va.

STOCKHOLDERS MEETING.

A special meeting of the Stockholders of the Waterloo, Buffalo & Winfield Telephone Co. will be held at Flat Rock School House, Mason County, West Virginia, on Saturday, the 5th day of November, 1910, at 1 o'clock P. M., for the purpose of transacting such business as may be lawfully brought before the meeting.

GEO. T. ADKINS, Pres.

THOS. Z. BLESSING, Sec'y.
Oct. 12-4t.

NOTICE.

No hunting allowed on any of my farms. Don't ask for you will be refused.

Sept. 28-3t. E. S. BRIGHT.

Involves Every Community. Every unpunished murder takes away something from the security of every man's life.—Webster.

DANDRUFF

AND ITCHING SCALP YIELD TO THIS TREATMENT.

Why experiment trying to drive the dandruff germ from underneath the skin with greasy lotions or fancy hair dressing when Van Gilder's drug store will guarantee Zemo and Zemo Soap to entirely rid the scalp of the germ life that causes the trouble.

Zemo and Zemo Soap can be obtained in any city or town in America and are recognized the best and most economical treatment for all affections of the skin or scalp whether on infant or grown person. One shampoo with Zemo Soap and application of Zemo will stop itching and cleanse the scalp of dandruff and scurf.

We invite you to try Zemo and Zemo Soap and if not entirely satisfied we will refund your money. 3

LADY WANTED

To introduce our very complete Fall line of beautiful wool suitings, wash fabrics fancy waistings, silks, hdkfs, petticoats, etc. Up to date N. Y. City Patterns. Finest line on market. Dealing direct with the mills you will find our prices low. If others can make \$10.00 to \$30.00 weekly you can also. Samples, full instructions in neat sample case shipped express prepaid. No money required. Exclusive territory. Write for particulars. Be first to apply.

STANDARD DRESS GOODS COMPANY.
DEPT. 500 BINGHAMTON, N. Y.

Essentials That Make Up Life.

Life is the composite and aggregate of all its experience and endeavors. Your real self is just about the average of the sum of all your many levels, the levels of your secret thoughts, whether high or low, of your periods when you let yourself down as well as those when you seek to tone yourself up.

THE WOMEN OF BRITTANY



TO THE casual observer the Bretonne is not attractive, or even supremely interesting. As a femme de chambre she is clumsy, slovenly and rough of speech, lacking the graces and neatness of her Parisian sister. She shuffles about in felt slippers, her voluminous black skirts catch in everything and, if she waits at the table d'hôte, her method of handling cutlery is strongly calculated to sever one's jugular vein. She has no regularity in her work, and at the hour that she ought to be making beds she is probably sitting on the public staircase nursing her baby. She is generally married and, conversely, often ten years younger than you take her to be. To English eyes she is rarely beautiful. Her hair is strained tightly under her cap, her cheeks have seldom any delicacy of tint, and her figure and motions are ungainly and awkward. One's admiration is more frequently excited by some aged crone, whose fine sharp features, alabaster complexion and brilliant eyes make a pretty picture of rustic dignity. But the favorable impression is dispelled when the old lady, after uttering a few guttural pleasantries, envelops herself and her neighbors in a cloud of potent and obnoxious snuff. The young Bretonne is no conversationalist, unless she has a very sad family history. She is no humorist, but never loses her hold on a joke she has once mastered. The maids of a wayside inn, having caught us fishing after sunset, by the Code Napoleon a heinous crime, never tired of reminding us that by rights we should have quitted the hospitable board at the hotel to languish in irons at the police station. Again, when our fish had dropped accidentally out of the creel and we came home empty-handed, it was suggested by a giggling chorus that we had sold our catch to pay our bill, which, by the way, amounted to ninety-five francs a month, all found.

The visitor, who expects to find the Bretonne a dainty maiden, making butter in picturesque costume and surroundings, is a trifle shocked to be greeted by the tanned women working in the fields, on the farms, in the sardine-curing factories and as porters on the quays. Less amazing is the laundress, plying her trade by the river side; but he could wish that she was not quite so noisy and vigorous, and that her white cap and black gown were a little more coquettishly put on. Certainly on fete days she looks better. Her ornate cap and coat, her colored apron, the rich gold or silver embroidery on her dress and the inevitable cotton sunshade, unique touch of modernity, make her less restrained, more animated. She casts aside the deportment of a nun and becomes a mere pleasure seeker, ordering her merriment, however, with discretion and economy. She is still outwardly cold and distant. It needs deep and intimate study before the Bretonne stands revealed in all the force of her fiercely religious, fiercely loving, fiercely revengeful nature.

With the exception of the Basque, the Breton is the oldest race in Europe. Dwelling on a remote, sterile and dangerous coast, this Celtic people have felt little influence or impulse from the outside world. Even their Christian missionaries have, as a rule, been hermits and recluses, appealing to their flock rather as uncanny sorcerers, to whom it was prudent to submit, than as mild and paternal rulers, whom it was well to follow. There are many churches, resorts for pilgrims and suppliants. But the power invoked at Auray is not St. Anne, mother of the Virgin Mary, but Anne, mother of the Gods, Presider over the Destinies of Men, Receiver of the Dead. The Bretonne does not realize it, any more than when worshipping a saint's image perched amid the boughs of a tree she realizes that she is perpetuating the Druidic ceremonies of the sacred grove. On the dolmens—great stones set up under Druidic rule to the memory of some certain chieftain of old—the priest has carved a cross or painted an image. But he cannot eradicate the instinct which prompts the Basque-Bretonne to dash them with oil and honey, and to invoke them with strange rites that she may find a worthy husband; that she may be blessed with children, or that it may be long before she bears the



Woman's Work.

rumbling of the cart of Ankou, the dread gatherer of souls. Perhaps she herself dimly understands that in these actions she does homage to the spirits of her ancestors, now passed into their monuments. The idea of the dead as being intimately concerned in the doings of the living is no new thought to the girl of Lower Brittany. She knows that on All Saints' Eve the anon revisit their earthly homes and drink the cream she provides for them. She plights her troth before her forefathers in the churchyard. She knows that it is necessary to have their good will. They may be very useful. For instance, in return for a small coin placed on their tomb they will retrieve lost property or prevent a heavy-headed kinsman from over-bleeping himself. On the other hand, neglect brings speedy and terrible vengeance. Very, very slowly those myths may be supplanted by the gentler Christian legend, in accordance with the precepts of which the Breton has long ordained his life. All the same, the weird and childish stories related about the most orthodox Christian saints lead one to imagine that in a land so wholly the plaything of the elements the most deep-felt reverence will be kept for the primeval forces of nature—above all.

for the fact that inexorable claimant of Brittany's noblest sons, and who leaves it, for two-thirds of the year, a land bereft of men.

The Bretonne is not always so solemn and devout, albeit it is at the "pardons" that she and her sweet heart do the best part of their courting and lay in a stock of gay memories to solace him when pursuing his fishing trade along the desolate Iceland coast, and to support her in her eight months' solitude. These pardons, erstwhile wholly pious in their aims, are yearly growing more like their secular brethren, the fates, a consummation brought about, it is to be feared, by the ubiquitous foreign tourist. For the especial benefit of the American visitor enterprising persons have lately revived or inaugurated merry-makings, for which "pardon" is only a courtesy title. In the larger towns both pardons and fetes are tending to become artificial and theatrical. The old regime is better studied in the weekly markets, which, from time immemorial, have been held in nearly every township. Here the Bretonne is in her element, and handles pigs, poultry and rabbits in a manner which would be masterly if it were not also a trifle cruel. She is slow, canny and even grasping, and certainly inclined to parsimony. She seldom buys a whole new gown, since in Brittany patching is a recognized art, practiced by the highest. New caps and collars, neck ribbons and laces, do not tempt her sorely, as does a gaudy rosary or a flaunting trinket. It is little wonder that she wishes to look well during the brief weeks that she has her sailor sweet heart at her side. It is natural that during her spell of happiness she strains every nerve so that she may swell in the thoughts of her Yves in all the glory of her Sunday best, a neat, comely little housewife, screening him from the perils of the deep by the prayer in her heart and the longing look in her eyes.

R. M. MORRISON.

Eggs by the Pound.

By fixed tradition anything pertaining to the egg industry is a most amusing joke—the older the egg the more irresistible the joke. It is not surprising, therefore, that a New York official's proposal that eggs be sold by weight rather than number should be greeted with loud editorial laughter. Of course eggs vary in size, the editors admitted, but after all "eggs is eggs," and it is their nature to be sold by the dozen. The way mother bought eggs is good enough for us.

Hopeless, slavish conservatism this! egg progress is slow and tortuous. We denounce doctored scales and short weights, fake bottles, strawberry boxes with high bottoms; we have a wholesome contempt for the grocer who puts all the big peaches on top and mixes sand in the sugar. But we buy eggs by the dozen, regardless of size until the very hens have seemed to see the futility of laying large eggs and the omelet languishes and fades away.—Success Magazine.

BACK TO THE FARM

STATE BOARD OF TRADE CONVENES AT PARKERSBURG THIS MONTH.

When the state board of trade convenes at Parkersburg next month, the "back to the farm" movement, which was some time ago inaugurated by Governor Glasscock, will be encouraged and the board will outline a campaign to encourage farmers and their children to remain on the old farm instead of seeking fortunes in our crowded cities. Much interest is being taken in a land show by members of the board, and in all probabilities one or more shows of this kind in the larger cities of the state will be held. These shows have proven a great success in other states where the back to the farm movement has been inaugurated.

Elaborate arrangements are now being made by the state board for this meeting and the full program will be announced within the next few days. Chief among the speakers at the meeting will be an address on the great natural resources of this state by Edward W. Parker, of Washington, head of the geological survey, who took the survey of this state. This address will be the most interesting that has ever been delivered before a meeting of the state board and will prove very instructive to residents of this state. Dr. White of Morgantown will also deliver an address on the resources of West Virginia. Other addresses will be made by prominent speakers, while the reports of the president, secretary and other officials will prove interesting. Officers for the ensuing year will be elected at the meeting and the meeting place for 1911 selected.

Each year that the board hold their annual meeting a campaign on some particular object that would prove of benefit to the state is outlined. This notable feature this year will probably be the great land show project which will without a doubt prove a great success in encouraging the "back to the farm" movement in West Virginia, a state where the demand for farm truck is greater than the supply, which has resulted in prices of food stuff taking an upward jump. Governor Glasscock will attend the meeting if possible and will speak on this movement. The state executive was first to suggest this great movement which has been favorably received.

The land shows would be held in the larger cities at which samples of the rich soil of this state would be exhibited. Vegetables that are raised in this state would also be exhibited and the affair would not only encourage our farmers to remain on the farms but would be the means of bringing farmers from other states here.



Dr. Pillem—There must be something radically wrong with your system to have your hair fall out so. You will have to diet.
Skantlox—Dye it? I'm afraid, doc, there's not enough of it left to dye.

Lame back comes on suddenly and is extremely painful. It is caused by rheumatism of the muscles. Quick relief is afforded by applying Chamberlain's Liniment. Sold by all dealers. nov.

The Real Thing.
Fred, aged three, had been a naughty boy, and his mother had punished him. He felt very much hurt and complained to his auntie about his mamma's spanking him. Auntie said: "It is not you that mamma spanks, but a little devil inside of you who makes you do naughty things." After sitting very still for five minutes he said: "It beats all how it hurts me when that devil gets spanked."—The Daily Mirror.

TESTED AND PROVEN

There is a Heap of Solace in Being Able to Depend Upon a Well-Earned Reputation.

For months Point Pleasant readers have seen the constant expression of praise for Doan's Kidney Pills, and read about the good work they have done in this locality. Not another remedy ever produced such convincing proof of merit.

W. C. Bird, R. F. D. No. 1, Point Pleasant, W. Va., says: "I believe that exposure to bad weather brought on my kidney complaint. I had such trouble from the kidney secretions, the passages being too frequent and obliging me to get up often during the night. My back ached constantly and sometimes after a long drive, I could hardly alight from the rig, owing to the stiffness across my loins. I doctored off and on but did not receive any benefit. Finally I heard how effective Doan's Kidney Pills were in such cases and I procured a supply at Hooff's Drug Store. I improved at once after beginning their use, and by the time I had finished the contents of four boxes, I was in the best of health. I cannot praise Doan's Kidney Pills too highly." (Statement given Dec 18, 1907.)

A WILLING CORROBORATION.

Mr. Bird was interviewed on June 9, 1909 and he said: "I am just as enthusiastic in my praise of Doan's Kidney Pills today as I was some years ago. I cannot say too much in favor of this remedy."

For sale by all dealers. Prices 50 cents. Foster-Millburn Co., Buffalo, New York, sole agents for the United States.

Remember the name—Doan's—and take no other. 72

Birds and Flowers Together.
Oriental nations, with a greater reverence and respect for all life than we have, poetically tried to balance up and tell of the first appearances in early season of birds, beasts, insects, fruits and flowers. The Oriental poets say that when the nightingale's song is first heard the roses burst into spontaneous bloom.

It is delicious, palatable, agrees with the weakest stomach, contains the most soothing, healing, strengthening and curative elements. Makes you well and happy. Hollister's Rocky Mountain Tea, 35 cents, Tea or Tablets.

Sold by A. C. VanGilder.

Curiously Expressed.
Curious ways of expressing ideas in English may be expected from foreigners, as, for instance, when the Frenchman, who made a call in the country and was about to be introduced to the family, said: "Ah, so ladies! Zen I would before, if you please, wish to purify mine 'ands and to sweep mine hair."

Constipation, indigestion, drive away appetite and make you weak and sick. Hollister's Rocky Mountain Tea restores the appetite, drives away disease, builds up the system. 35 cents, Tea or Tablets.

Sold by A. C. VanGilder.

Seasickness Nothing New.
One of the most curious errors as to seasickness is that it is a suffering which the sturdier accents did not know. Really there is plenty of allusion to the trouble in the ancient classics. Above all there was that bout of seasickness which, according to Seneca, cost Cicero his life. It was so bad that rather than endure it any longer he put back to land, risking certain death at the hands of Mark Antony's agents if they caught him, as they did. The word "nausea" is Greek, meaning literally "shippiness."

When a cold becomes settled in the system, it will take several days treatment to cure it, and the best remedy to use is Chamberlain's Cough Remedy. It will cure quicker than any other, and also leaves the system in a natural and healthy condition. Sold by all dealers. nov.

CASTORIA
For Infants and Children.
The Kid You Have Always Bought
Bears the Signature of J. C. Ayer & Co.